

REP HEADLINE# 6399191
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT26/12 22.08
*** WFLA-TV ***

ADV # ADV. NAME POLI/R RPOF-3PACK/R/OTH/FL REP. # OFF. # SALESMAN #
AGY # AGT. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
BLAUVELT, NY 10913

ORDER # CONTRACT # 6399191 CLASS: NATL. LOCAL REGIONAL

PRDCT 3PACK-FARK, SANTI, TOBI EST#647 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT26/12 22.08

REP: NEW ORDER
TTL \$17,400 @10X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
RPOF3PACK FARKAS, SANTIAGO, TOBIA



9/16/24

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$1,450.00	11/5	11/5	1		MON	1
PROGRAM : 6A TODAY												
CON COM1 : 6A TODAY												
2			600A-700A	30		\$1,450.00	10/30	11/1	3		TU-TH	3
PROGRAM : 6A TODAY												
CON COM1 : 6A TODAY												
3			700A-900A	30		\$2,000.00	11/5	11/5	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												

10/30/12 JRC (24)

REP HEADLINE# 6399191
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT26/12 22.08
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			TODAY-900A	30		\$2,000.00	10/30	10/31	2		TU-W	2
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
5			700P-730P	30		\$2,000.00	10/30	11/2	2		TU-F	2
PROGRAM : ENT TONIGHT												
CON COM1: ENT TONIGHT												
6			600P-630P	30		\$1,600.00	11/4	11/4	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
NOV/12 17400.00												
CONTRACT TOTAL											17400.00	
TOTAL SPOTS											10	

MARKET TOTALS \$82,857 WFLA 21% WFTS 17% WTSP 38% WTVT 24% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ESTIMATED

SVC- NSI
 DEMOS- RA50+*

McLaughlin & Associates - NY
 566 South Route 303
 Blauvelt NY 10913

Republican Party Of FL/ R/ St Senate
 Submission Number 819 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Republican Party Of FL/ R/ St Senate	Submission Cost:	17400	Campaign Ref:	E:063991910
Buyer:	Senate	Client/Product/Estimate:	/ / 647	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06399191
Est./PO Number:	06399191	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	3pack-Fark,sant,tobi	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 6a News M.....	01	1450	30 Comme	Nbr of Spots	1	1	1450
2	M-F 6a News ..TWT...	01	1450	30 Comme	Nbr of Spots	3	3	4350
3	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
4	M-F 7a Today Show ..TW....	01	2000	30 Comme	Nbr of Spots	2	2	4000
5	M-F 7p News ..TWT...	01	2000	30 Comme	Nbr of Spots	2	2	4000
6	Sun 6p NewsS	01	1600	30 Comme	Nbr of Spots	1	1	1600
Weekly Totals: Total Spots(Ord Spots)					8	2	10	

Grand Totals

Totals	10/29	11/05
Spots	10	8

		Month 14 Weeks: 4	
		10/29	11/05
Totals	17,400		3450
Cost		13950	

Grand Totals:

Spots:	10
Gross Total:	17,400.00
Commission:	2,610.00
Net Total:	14,790.00



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

48825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

REP: WFLA (Washington Dc)
SLSP: HRP Washington, DC
ADV: Republican Party Of F1/ R/ S
PROD: 3pack-Fark,sant,tobi

2012
INVOICE DATE 11/25/12 E:063991910
ORDER TYPE Political WFLA
INVOICE NUMBER 0100033806
PAGE 1
BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/29/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /647
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6a News									
	1450.00	1	1	11/05	MO	06:11A	30	RPOFFF300TVFL	1450.00
	1450.00	2	3	10/30	TU	06:13A	30	RPOFFF300TVFL	1450.00
				10/31	WE	06:21A	30	RPOFFF300TVFL	1450.00
				11/01	TH	06:29A	30	RPOFFF300TVFL	1450.00
M-F 7a Today Show									
	2000.00	3	1	11/05	MO	07:59A	30	RPOFFF300TVFL	2000.00
	2000.00	4	2	10/30	TU	07:23A	30	RPOFFF300TVFL	2000.00
				10/31	WE	08:46A	30	RPOFFF300TVFL	2000.00
M-F 7p News									
	2000.00	5	2	10/30	TU	07:14P	30	RPOFFF300TVFL	2000.00
				11/01	TH	07:14P	30	RPOFFF300TVFL	2000.00
Sun 6p News									
	1600.00	6	1	11/04	SU	06:22P	30	RPOFFF300TVFL	1600.00
Total Airtime Gross Spot Revenue:							17,400.00		

PERIOD COST 17,400.00

10 Total Units
ACTUAL GROSS BILLING 17,400.00
AGENCY COMMISSION 2,610.00
NET DUE 14,790.00
SUB-TOTALS 0.00
TOTAL RECONCILING 0.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Republican Party Of F1/ R/ S
PRODUCT 3pack-Fark,sant,tobi

INVOICE NUMBER 0100033806
BROADCAST MONTH 10/29/2012 - 11/25/
AMOUNT DUE 14,790.00

REMIT TO:

*00170

000048825
McLaughlin & Associates - NY
566 South Route 303
BLAUVELT NY 10913

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000048825 00000100033806 001479000 1